

## ABSTRACT OF THE DISCLOSURE

The invention provides a display unit in which brightness equal to that in a conventional black-and-white reflection type is obtained and power consumption is small at a standby time, and bright color display of high quality can be performed and power consumption is small at a using time, and also provides an information device having this display unit such as a portable phone, etc.

The display unit has a color light emitting means, a reflecting means of external light and a light polarizing state modulating means, and is characterized in that the display unit has a driving method switching means for switching color light emitting display and reflection display by on/off control of the light emitting means and switching control of a driving method of a display element.

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